

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

CINEMAS – Permission to screen Special shows in the Cinema Theatres of Greater Hyderabad Municipal Corporation limits by A.P. Media and Broadcasting Company Private Limited, Hyderabad – Orders – Issued.

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HOME (GENERAL.A) DEPARTMENT

G.O.Rt.No. 584

Dated:23-04-2011.  
Read the following:

1. From the Convener, A.P. Media & Broadcasting Company Pvt. Ltd., Hyd., representation, dated 24-11-2010.
2. From the District Collector, Hyderabad, Letter No.C2/10507/2010 dated 01-01-2011.
3. Govt. Memo.No.35033/Genl.A1/2010-1, dated 13-1-2011.
4. Representation dated 24-01-2011 of Sri P.Ramesh Babu, Convener, Happy India Organizing Committee, Hyd.
5. From the A.P. State Film Television and Theatre Development Corporation Limited,Lr.APSFTvTDC/Sub/Home/7099/2011-729 dated 11-04-2011.
6. Reprn. Dat ed 15-04-2011 of Sri P.Ramesh Babu, Convener, A.P. Media Foundation, Hyderabad.

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ORDER:

In the reference first read above, Convener, Andhra Pradesh Media & Broadcasting Company Private Limited, Hyderabad has stated that their organization has intended to conduct the campaign for three years on Happy India-Happy Hyderabad, to highlight environmental and social issues programs in the State. Conducting such campaigns involve heavy expenditure, but they are not going to seek Government grant for the programme. Therefore requested to permit for screening of special shows for the noble cause of spreading social awareness.

2. The District Collector, Hyderabad, in the reference second read above, has stated that Tahisldar, Shaikpet Mandal who have enquired into the matter has opined that proposal for special screening of films for fund raising deserves positive consideration and also observed that Andhra Pradesh Media & Boradcasting Company Private Limited, and Andhra Pradesh Media Foundation (a Voluntary Organization) is to create awareness on different social issues and useful to all the people at large. Accordingly Government have issued orders to the Commissioner of Police, Hyderabad, permitting to screen Cinemas/ Movies as a medium to take socially relevant  
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message to the people by conducting special shows in addition to the permitted shows between 10.00 a.m. to 1.00 a.m. in the theatres located in Hyderabad/Secunderabad twin cities only for a period of one month from the date of the issue of this orders in the reference third read above.

3. The Managing Director, Andhra Pradesh State Film Television & Theatre Development Corporation Limited, Hyd., in the reference fifth read above has recommended that the request of Andhra Pradesh Media Foundation to raise funds by organizing special film shows and premier shows of new films be considered with the consent of the film maker, distributor subject to adhering to the timings permitted to the theatres. Normally the premier shows of new films for fund raising programmes for various Social & Voluntary organization the requests are for one show. Since the funds raised are by way of issue of donor passes which is above the regular admission rates the Andhra Pradesh Media Foundation may also be permitted to organize such Premier shows of new films charging Rs.100/- per ticket irrespective of classes. However the taxes as applicable shall be recovered subject to agreement between theatres Distributors, Producers. All the commitments shall be between the A.P. Media Foundation and the above agency.

4. Further Convener, Andhra Pradesh Media Broadcasting Private Limited, Hyderabad, has represented to screen special shows including premier shows prior to the date of release of the new films for a period of one year in all the theatres in the Greater Hyderabad City limits including Kukatpally, Dilsukhnagar, A.S.Road Nagar and entire area (Hyderabad and Cyberabad Commissioneate limits for period of one year.

5. Government after careful examination in the matter, keeping in view the reports of the District Collector, Hyderabad and the Managing Director, Andhra Pradesh State Film Television and Theatre Development Corporation Limited, Hyderabad, have decided to permit the Convener, Andhra Pradesh Media Boardcasting Private Limited, Hyderabad, for screening the Cinemas/Movies as Special shows in addition to the permitted shows between 10.00 a.m. to 01.00 a.m. in the theatres located in Greater Hyderabad Municipal Corporation Limits for a period of one year.

6. The Commissioner of Police, Hyderabad and Commissioner of Police, Cyberabad are directed to accord permission to Convener, Andhra Pradesh Media Broadcasting Private Limited, Hyderabad, to screen special shows in addition to the permitted shows between 10.00 a.m. to 1.00 a.m. in all the theatres located in Greater Hyderabad Municipal Corporation Limits within the jurisdiction of Commissioner of Police, Hyderabad and Commissioner of Police,

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Cyberabad, for a period of one year by fixing rate of admission for the Special shows, duly considering the rate of admission sought for by the applicant, by exercising the powers conferred under Rule 11(B)3(a) of A.P. Cinematography (Regulation) Rules, 1970.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

B.P.ACHARYA  
PRINCIPAL SECRETARY TO GOVERNMENT

To

The Commissioner of Police, Hyderabad.

The Commissioner of Police, Cyberabad.

Copy to the Convener, A.P. Media Broad casting Private Limited,  
H.No.8-3-988/33, Venkat Mansion, SBH Colony,  
Srinagar Colony, Hyderabad-500073.

Copy to PS. to Hon'ble Minister for I&PR & Cinematography.

Copy to the Convener, A.P. Media Foundation,  
H.No.8-3-988/33, Venkat Mansion, SBH Colony,  
Srinagar Colony, Hyderabad-500073.

SF/SCs

//FORWARDED:BY ORDER//

SECTION OFFICER.